



COMMUNICATOR

WINTER 2003

SJC Activities

“Time flies when you are having fun” was the mantra of Shonna James Communications this year, as we realized it has now been more than five years since we began providing public relations services in the Valley. Reflective of the saying, we are pleased that along the way we have been able to expand our service capabilities, build long-term relationships with our clients and colleagues, and continue delivering high-quality, well-prepared clients and information to the local and national media.

As the year comes to a close, we would like to thank everyone who has contributed to the success of Shonna James Communications. May all the business, support and assistance you provided to us this year be reflective of your continued success in 2004.

Happy Holidays! ■

In the Community

If you haven't heard by now, Wheel of Fortune, the number one program in the history of syndicated television, is traveling to Phoenix in January to tape three weeks of



shows at the Dodge Theatre.

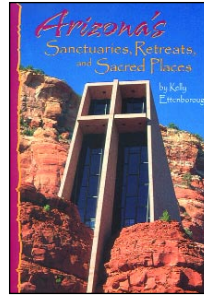
Hired by ABC15 to assist the station make this announcement, Shonna James Communications

supported the Wheel of Fortune show and publicity staff as they came to town in November for prize shoots at several notable landmarks in the Valley such as Camelback Inn, Taliesin West and Papago Park.

Valleywide auditions began in December to select contestants for the shows, which will be taped in front of more than 20,000 fans over three days. Three specifically themed shows, including *Phoenix Week*, will air in February 2004, so be sure to set your television to ABC15 Monday through Saturday nights at 6:30 p.m! ■

Client Corner

BOOKS

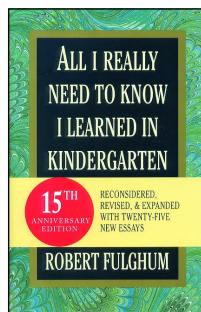
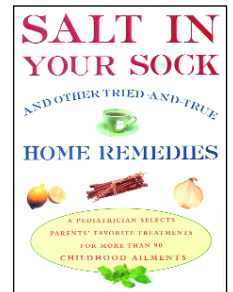


Book and author publicity continues to be a growing part of Shonna James Communications. In 2003, we publicized a second book for Englewood, Colo.-based Westcliffe Publishers and added Random House to our client list.

For Westcliffe, we publicized “Arizona’s Sanctuaries, Retreats and Sacred Places.”

Written by *Arizona Republic* reporter Kelly Ettenborough, this unique guidebook features the state’s best sanctuaries for day visits, retreats for overnight or extended stays, and sacred places for spiritual enlightenment or renewal.

On behalf of Random House, we assisted Crown Publishing with the publicity of “Salt in Your Sock” by Lillian M. Beard, a Maryland-based pediatrician who has gathered more than 100 all-natural, tried and true home remedies from around the world.



Most recently, Shonna James Communications served as the Phoenix liaison for Robert Fulghum, author of “All I Really Need to Know I Learned in Kindergarten.” At the end of a two-day, 274-mile tour to publicize the 15th Anniversary Edition of the book, Mr. Fulghum concluded his visit to the Valley with a discussion and signing at Changing Hands Bookstore in Tempe, attended by more than 180 people who purchased 130 books. ■

“Ideas are only good as your ability to make them happen.”

QUOTE

In the News

Keeping our clients in the news this year was an enjoyable task, as they created many opportunities for us to highlight their successes.

In March, Scottsdale-based Camelot Homes received a majority of the awards given to homebuilders at the 23rd Annual MAME Ceremony. The family owned company was acknowledged in eight categories for interior merchandising and floor-plan design, and was also named Small Volume Builder of the Year.



Based in Scottsdale, Camelot Homes has been building homes in the Valley since 1969. Currently, the company has two communities under development in DC Ranch, two at WestWing Mountain and one in the Southeast Valley at Ocotillo. ■

Profile

Another community and client we are busily promoting, as seen in the October issue of *Builder and Developer* magazine, is The Courtyards at Market Street, by Market Street Homes. This one-of-a-kind community, phenomenally located immediately adjacent to the dining, shopping and



entertainment destinations of Market Street and Market Street Park in DC Ranch, provides urban-style living so convenient residents may decide to leave their car in the garage for good!

One-, two- and three-story townhomes, single-family homes and stacked flats are combined into six and eight-

plexes, each designed around shared motor courts and a dramatic central courtyard. Residents also enjoy an elegant, resort-like entertainment pavilion enhanced with a covered ramada, heated pool, spa and separate barbecue area.

Each building is selling as fast as it is released, so hurry in today for your chance to live in a gated community that offers sophisticated, urban-style living in a beautiful high-desert setting! ■

Spotlight

If you are a regular reader of *Phoenix Home & Garden* magazine, you may have noticed a two-page layout in the October issue featuring Scottsdale-based JP Malone Construction. The article, which profiled a custom home built by the company in Cave Creek, specifically showcased the home's "modern, old-fashioned" kitchen. Designed using tin tiles from the early 1900s, the unique kitchen also features cherry flooring, Shaker-style cabinetry and a stone wall fireplace that doubles as a pizza oven.



A client that always seems to be in the spotlight, JP Malone was also included in the "Who's Who in the Building Industry" list in the December issue of *Builder and Developer* magazine. This annual list showcases the top industry professionals in the California, Arizona and Nevada homebuilding markets. ■

Inside SJC

Joining the many award-winning clients on our roster, Shonna James Communications was also recognized with two awards this year.

We will be one of three Arizona agencies recognized with a Nationals Award at the January 2004 International Builders Show in Las Vegas. In the category, "Best Special Promotion," the agency is recognized for its creativity in developing a custom ViewMaster for Richmond American Homes that visually showcased, in advance, its historic Mosaic at Anderson Farms community.



Earlier this year, Shonna James Communications was recognized with a Communicator Award for its efforts in promoting *Arizona Then & Now* in 2002 for Westcliffe Publishing. The international awards competition, which this year attracted 3,730 entries from across the United States and several foreign countries, honors excellence in communications and projects that exceed industry standards in communicating a message or idea.

Here's to an even more award-winning 2004 for everyone! ■

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